DEICHMANN launches its first very special Christmas campaign

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‘A TIME FULL OF SHOES … IS A TIME FULL OF LOVE’ is the title of Europe’s largest shoe retailer’s first Christmas campaign. It deliberately leaves room for individual interpretation because Christmas is always a very personal experience. For some, the focus is on family, tradition and good food.

For others, the charm of the holiday is all about unforgettable moments – simply being together, a time for glamour or adventures in the snow. There are some things that everybody shares, though, such as spending time with loved ones, the joy of special Christmas moments and surprises – big and small – and a time full of love. DEICHMANN has the perfect shoes in its range and is the perfect companion for all these occasions, from a family visit, to a Christmas walk or a little mishap under the Christmas tree. The commercial features boots, slippers and high heels – with a narrative from the product perspective that is reflected in the campaign slogan, ‘A time full of shoes – a time full of love’. All the different Christmas experiences – from Christmas shopping in the rain and preparations for the festive season to sharing gifts – are captured on camera from the shoes’ perspectives.

“Christmas connects. We want our first Christmas campaign to emphasise our positioning as a retailer of fashionable, affordable and high-quality shoes for the entire family and all occasions in a very emotional and unique way,” explained Sabine Zantis, Chief Marketing Officer at DEICHMANN.
‘A TIME FULL OF …’ is aimed at families with and without children who are looking for shoes for different occasions that offer great value for money. The Europe-wide roll-out of the Christmas campaign begins on 6 December 2021 across multiple media channels (cinema, TV and digital) and at the POS, flanked by PR measures. It features shoe styles for the whole family, from winter boots and sneakers to festive heels and slippers. During the entire commercial, the camera focuses on the protagonists’ shoes, leaving many things to the viewer’s imagination.

Andreas Conze, Senior Head of Marketing at DEICHMANN, is the campaign’s creative director: “We all experience and celebrate Christmas in very individual ways today. That’s why our Christmas campaign is designed to appeal to a wide target audience and different age groups in a unique and inimitable way that only Europe’s largest shoe retailer can achieve.”

Medienkontakt



Corporate
Communication
Michèle Leyendecker
Presse@deichmann.co

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DEICHMANN SE, which has its headquarters in Essen, Germany, was founded in 1913 and is still 100 per cent owned by the founding family. The company is a market leader in the European shoe retail trade and active in 31 countries worldwide. With a staff of more than 41,000, it runs over 4,200 stores and 40 online shops. Branches are operated under the DEICHMANN name in Germany, Austria, Bosnia-Herzegovina, Bulgaria, Croatia, the Czech Republic, Denmark, Dubai (with a franchise partner), Estonia, France, Hungary, Italy, Kuwait (with a franchise partner), Latvia, Lithuania, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey and the United Kingdom. The group is also represented in Switzerland (Dosenbach/Ochsner Shoes/Ochsner Sport), the Netherlands and Belgium (vanHaren) and the USA (Rack Room Shoes/Off Broadway). DEICHMANN is represented in Germany, Austria, and Poland with MyShoes SE. The company also owns the SNIPES Group with branches in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal, the USA and Italy, as well as offering a selection of its shoe range in China via the online platform T-Mall Global.